

BUSINESS PLAN

WINONFIRE.COM

2024 TO 2026



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About us

WinOnFire.com was established in Latin America with a focus on catering to the needs of the Latin American community. Our mission is centered around elevating the sports experience by delivering exceptional customer service and providing efficient and secure payment solutions.

Founded by five visionary entrepreneurs from Costa Rica, our team collectively boasts over 20 years of experience in the industry. The inception of WinOnFire.com stemmed from recognizing the absence of a robust gaming platform tailored to Latin American audiences. Our primary goal is to offer Latin American users a wide array of options comparable to leading European platforms, while ensuring user-friendly navigation and comprehension of various bonuses.

We are proud to operate on the robust Digitain gaming platform, ensuring a seamless and reliable user experience. Additionally, our casino segment is powered by Pragmatic, further enhancing the quality and diversity of our offerings.

Mission:

Our mission is to seamlessly blend passion, trust, and entertainment, delivering a world-class product tailored specifically for the Latin American market. We are committed to providing exceptional experiences that exceed customer expectations and set new standards of excellence within the industry.

Vision:

Our mission is to become the preferred choice for discerning players, offering an unparalleled gaming experience that combines innovation, integrity, and customer satisfaction. We strive to be the industry leader by consistently exceeding expectations and delivering exceptional value to our users.

Values:

Responsibility: At WinOnFire, we uphold a steadfast commitment to responsibility. This encompasses transparent guidelines for our customers, timely payouts of winnings, and unwavering integrity in all our product offerings. By consistently delivering on our promises, we build trust and confidence among our customers.

Connection: Effective communication is at the heart of our operations. We believe in fostering strong connections not only within our team but also with our commercial partners, clients, and all stakeholders associated with WinOnFire.com. Collaborative communication ensures efficient problem-solving and drives collective success.

Passion: Passion fuels WinOnFire.com, driving both our players' excitement and our team's dedication. Whether it's the thrill of betting for our players or our team's unwavering commitment to the brand's growth and professional development, passion propels us forward in every endeavor.

Growth: In the dynamic digital landscape and particularly in the realm of betting, adaptability is key. We embrace change, continually evolving to meet the evolving needs of our industry and markets. This proactive approach to growth allows us to stay ahead of the curve and remain competitive.

Precision: Attention to detail and a commitment to excellence define our approach at WinOnFire.com. We recognize that even the smallest detail can make a significant impact, whether it's a decimal point, a second, or a strategic decision. By fostering a culture of precision and healthy perfectionism, we ensure optimal outcomes for our customers and stakeholders.

Location and Expansion: While our team is predominantly based in Costa Rica, our market reach extends with presence in Guatemala and Honduras, planning for further expansion into additional countries in the Central American region. This strategic expansion aligns with our vision of becoming a leading player in the Latin American gaming industry.

Market Analysis

Latin America Gaming Market Analysis

Market Size and Growth:

- The Latin American gaming market stands out as one of the fastest-growing sectors globally, exhibiting a robust compound annual growth rate (CAGR) exceeding 10%.
- Key markets within the region include Brazil, Mexico, and Argentina, which boast significant market share and represent substantial growth opportunities. Additionally, emerging markets such as Colombia, Chile, and Peru show promising potential for expansion.
- The prevalence of mobile gaming is a notable trend in Latin America, driven by widespread smartphone adoption and accessible mobile data plans. This trend underscores the region's affinity for digital entertainment and presents lucrative opportunities for mobile gaming providers.

Regulatory Environment:

- The Latin American gaming landscape is governed by a diverse array of regulatory frameworks, each tailored to individual countries. These regulations encompass various aspects such as age ratings, content restrictions, and taxation policies specific to the gaming industry.

- Certain countries within the region have strategically implemented tax incentives aimed at fostering an attractive environment for gaming companies. These incentives serve to incentivize investment, promote industry growth, and support the development of the local gaming ecosystem.

Local Game Development:

- The Latin American region has witnessed a surge in the presence of independent game developers who are actively engaged in crafting unique and innovative gaming experiences.
- Notably, countries such as Brazil, Mexico, and Argentina boast vibrant game development communities characterized by government support initiatives and dedicated startup incubators. These ecosystems foster creativity, entrepreneurship, and the cultivation of talent within the gaming industry.

Market Challenges:

- Infrastructure limitations, including issues with internet connectivity and payment processing systems, present significant hurdles for the gaming industry across certain Latin American countries.
- Illegal copying or distribution of copyrighted material and the need for robust intellectual property protection remain critical concerns for game developers and publishers operating within the region. Efforts to combat digital piracy and enhance IP safeguards are ongoing priorities for industry stakeholders.

Opportunities for Growth:

- The flourishing trend of mobile gaming offers developers the chance to tap into a vast and diverse audience across Latin America, presenting significant growth opportunities.
- Strategic localization efforts, including translating games into Spanish and Portuguese, can significantly enhance market penetration and attract a broader player base within the region.
- Collaborations and partnerships with influential figures in the local gaming community, such as esports organizations and prominent influencers, provide gaming companies with effective avenues for targeted marketing and brand promotion.

The gaming industry in Latin America presents substantial growth prospects and opportunities for both domestic and international game developers and publishers.

As the market undergoes continuous evolution, companies must comprehend the distinctive traits of the region and customize their strategies to align with the preferences and requirements of Latin American gamers.

SWOT Analysis

STRENGTHS

- *Growing Market Dynamics:* The gaming sector in Latin America is experiencing robust growth driven by increasing internet accessibility and a burgeoning young demographic.
- *Engaged Gaming Community:* Latin America boasts a sizable and enthusiastic gaming community, presenting substantial market potential for gaming enterprises.
- *Mobile Gaming Prevalence:* The widespread adoption of mobile gaming across Latin America signifies a lucrative market segment for developers and publishers focusing on mobile platforms.
- *Localization Emphasis:* There's a noticeable trend towards producing and consuming localized gaming content, contributing to the development of a vibrant gaming ecosystem in the region.

WEAKNESSES

- *Infrastructure Limitations:* Challenges such as inconsistent internet connectivity in certain Latin American countries may impede the growth of online gaming experiences.
- *Piracy Concerns:* The prevalence of piracy poses a significant challenge to the revenue streams of game developers and publishers within the Latin American gaming industry.
- *Device Accessibility:* Limited access to high-end gaming devices among certain demographics in Latin America may restrict the gaming potential and experiences of a portion of the population.
- *Regulatory Complexities:* Stringent regulatory frameworks in some Latin American nations can create operational hurdles for gaming companies looking to establish a presence in the region.

OPPORTUNITIES

- *Emerging Market Potential:* Latin America represents an attractive landscape for gaming entities seeking to tap into burgeoning markets and expand their user base.
- *E-Sports Growth:* The burgeoning popularity of e-sports in Latin America presents a significant avenue for industry growth, with the region hosting a multitude of e-sports events and competitions.
- *Strategic Partnerships:* Collaborating with local content creators, influencers, and industry players can facilitate broader audience reach and engagement across Latin America.
- *Diverse Gaming Offerings:* Introducing culturally relevant and localized gaming content can enhance user engagement and broaden the appeal of gaming platforms in the region.

THREATS

- *Economic Volatility:* Economic fluctuations in select Latin American countries may impact consumer spending patterns on gaming products and services.
- *Currency Risks:* Currency fluctuations can introduce pricing challenges, potentially rendering gaming products less affordable for consumers.
- *Competitive Landscape:* The intensifying competition within the Latin American gaming industry, characterized by both domestic and international players, poses challenges in securing market share.
- *Data Security Concerns:* Heightened concerns regarding data privacy and security can influence user trust and adoption rates of online gaming platforms within the region.

Marketing and Sales Strategy WinOnFire.com Marketing Plan 2024-2026

Year 2024:

Consolidation and Strengthening in Current Markets

MARKET ANALYSIS

Competition in Honduras and Guatemala:

- Identify the main competitors in each market, including both local and international companies.

b) Analyze the marketing strategies, brand positioning, offer and quality of service of each competitor.

c) Evaluate WinOnFire.com's market share and its comparative position in relation to the competition.

1) Opportunities and Challenges:

a) Identify growth opportunities, such as expanding the user base, introducing new products/services, and penetrating unserved market segments.

b) Periodically analyze market challenges such as government regulation, public perception of online gambling, and aggressive competition.

PLATAFORM AND USER EXPERIENCE IMPROVEMENT

1) Platform Update:

a) Train the software development team to make significant improvements to the platform, including security updates, speed optimization, and user interface improvements.

b) Implement advanced technologies, such as artificial intelligence and machine learning, to personalize the user experience and offer more accurate recommendations.

2) Personalization and Recommendations:

a) Develop personalization algorithms based on user behavior, betting history, gaming preferences and demographic data.

b) Offer personalized betting recommendations and promotions, adapted to the interests and gaming habits of each user.

LOCALIZED MARKETING CAMPAIGNS

1) Campaign Development:

a) Conduct additional market research to fully understand cultural preferences, consumer habits and gaming trends in Honduras and Guatemala.

- b) Create creative and persuasive advertising campaigns that resonate with local audiences, highlighting the unique benefits of WinOnFire.com and its commitment to safe and responsible gaming.

2) *Digital Marketing:*

- a) Implement localized SEO strategies to improve visibility in local search engines, using relevant keywords and optimized content for each market.
- b) Run advertising campaigns on social networks, such as Facebook, Instagram and Twitter, with attractive messages and clear calls to action to drive traffic to the website.

CUSTOMER LOYALTY

1) *Loyalty Programs:*

- a) Design a tiered loyalty program with multiple levels, exclusive benefits and attractive rewards for frequent customers.
- b) Implement point tracking systems and referral bonuses to encourage the retention and acquisition of new customers.

2) *Customer Service:*

- a) Establish a multi-channel customer service center with telephone support, live chat and email, available 24 hours a day.
- b) Train customer service staff in problem resolution, complaint handling and effective communication with users.

SEO AND CONTENT STRATEGIES

1) *SEO Optimization:*

- a) Conduct a thorough SEO audit to identify opportunities for improvement in content, website structure, inbound links and loading speed.
- b) Create high-quality and relevant content, such as informative articles, infographics, and tutorial videos, to attract organic traffic and increase domain authority.

2) *Content Creation:*

- a) Develop a diversified content strategy that covers topics related to sports betting, responsible gambling tips, analysis of sporting events and news relevant to the online gaming industry.
- b) Regularly publish fresh and updated content on the WinOnFire.com blog and on its social networks to keep users engaged and well informed.

Year 2025:

Expansion to New Markets in Central America

EVALUATION OF NEW MARKETS

1) *Market Studies:*

- a) Hire agencies specialized in market research to carry out detailed analyzes of target countries in Central America, such as El Salvador, Nicaragua, Costa Rica, Panama, etc.
- b) Analyze demographics, gaming behavior, sports and gaming preferences, as well as country-specific regulations.

2) *Identification of Opportunities and Threats:*

- a) Identify market opportunities in each country, such as unserved user segments, emerging trends in online gaming, and potential strategic alliances.
- b) Assess possible threats and challenges, such as local competition, regulatory barriers and cultural differences in the perception of the game.

LAUNCH AND PROMOTION IN NEW MARKETS

1) *Custom Launch Campaigns*

- a) Design launch campaigns adapted to each target country, considering cultural aspects, language, game preferences and popular communication channels.
- b) Use emotional marketing strategies to connect with the local audience and highlight the unique benefits of WinOnFire.com in each market.

2) *Collaborations and Strategic Alliances:*

- a) Establish strategic partnerships with local media outlets, regional influencers, popular sports teams, and relevant event organizers.

- b) Organize launch events, conferences, and sponsorships in collaboration with local partners to increase brand visibility and credibility in new markets.

CULTURAL AND LEGAL ADAPTATION

1) *Location of Content and Platform:*

- a) Translate and adapt all website content, including terms and conditions, privacy policies and responsible gaming guides, to the language and culture of each country.
- b) Ensure compliance with local regulations regarding online gambling, obtaining the necessary licenses and permits to operate legally in each country.

2) *Awareness and Responsibility Campaigns:*

- a) Develop awareness and responsible gaming campaigns adapted to the regulations and cultural values of each country, emphasizing the importance of safe and responsible gaming.
- b) Collaborate with local and government organizations to promote responsible gambling practices and actively participate in gambling addiction prevention programs.

EXPANSION OF SERVICES AND PRODUCTS

1) *Specific Market Research:*

- a) Conduct demand and gaming preference studies in each new market to identify the most popular types of bets, sports and games among local users.
- b) Adapt WinOnFire.com's product and service offering based on the research results, including local payment options and relevant promotions.

2) *Launch of Specific Offers:*

- a) Introduce new features and products, such as betting on local sporting events, casino games with regional themes and exclusive promotions for users in each country
- b) Design specific promotional campaigns for the launch of these new products, with attractive bonuses and prizes for users.

Year 2026:

Regional Consolidation and Diversification Strategies

REGIONALD CONSOLIDATION

1) *Strengthening the Brand and Reputation:*

- a) Implement consistent and unified branding strategies in all Central American markets to strengthen recognition and trust in the WinOnFire.com brand.
- b) Participate in regional gaming industry events, conferences and trade shows to increase visibility and establish key relationships in the region.

2) *Brand Awareness Campaigns:*

- a) Develop content marketing and storytelling campaigns that highlight the brand values, corporate social responsibility and commitment to the community.
- b) Use public relations strategies to generate positive media coverage and build a solid and trustworthy brand image.

DIVERSIFICATION OF OFFERS

1) *Exploration of New Market Segments:*

- a) Conduct advanced market research to identify diversification opportunities, such as the introduction of e-sports betting, live casino gaming, virtual entertainment and cross-betting.
- b) Analyze the potential demand and feasibility of expanding the product/service offering to attract different user segments and increase retention.

2) *Product and Service Innovation:*

- a) Invest in research and development to create new technological capabilities, such as improved mobile applications, intuitive user interfaces and data analysis tools for advanced users.

- b) Collaborate with software and technology providers to integrate innovations into the WinOnFire.com platform and deliver a cutting-edge user experience.

STRATEGIC ALLIANCES AND SPONSORSHIPS

1) Collaborations with Regional Partners:

- a) Establish strategic alliances with key regional partners, such as media companies, financial service providers, sporting event organizers and government entities.
- b) Explore co-marketing and co-sponsorship opportunities to expand the reach of the brand and generate positive synergies in the region.

2) Event and Team Sponsorships:

- a) Sponsor local sporting events, e-sports competitions, concerts and cultural festivals to increase the visibility of WinOnFire.com and connect with the target audience.
- b) Support local sports teams with sponsorship agreements that include exclusive promotions for followers and fans of the sponsored teams.

RETENTION AND CONTINUOUS GROWTH STRATEGIES

1) Improvement of Loyalty Programs:

- a) Continuously evaluate and improve loyalty and rewards programs for existing customers, offering personalized incentives and exclusive benefits based on the level of activity and participation.
- b) Implement advanced customer management systems (CRM) to optimize the segmentation, communication and monitoring of potential and existing customers.

2) Acquisition and Referral Campaigns:

- a) Strengthen user acquisition strategies through referral marketing campaigns, affiliate programs and special promotions for new registrations.

- b) Use data analysis and conversion tracking tools to measure the ROI of acquisition campaigns and optimize the most effective marketing channels.

Operations and Management:

Organizational structure, key team members, and roles.

Executive Leadership

Chief Executive Officer

- Viviana Rodríguez Sánchez
Responsible for overall strategic direction, decision-making, and leadership of the company.

Chief Financial Officer

- Alejandra Varela Aguilar
Manages financial planning, budgeting, and reporting.

Chief Technologies Officer

- Álvaro Granados Narvaez
Leads technology strategy and innovation, especially in game development and IT infrastructure.

Game Development Team

Developers

- Johans Valverde
Write code and create the technical framework for the game.

Artists

- Veronica Marques
Design graphics, animations, and visual elements for the game.

Publishing and Marketing Team

Marketing Manager

- Ronald Meoño
Develops marketing strategies, campaigns, and promotions to reach target audiences.

Community Managers

- Randall Aguilar
Engage with players, manage social media channels, and build a community around the game.

Business Development and Partnerships

Business Development Managers

- Rubén Herrera
Identify new business opportunities, partnerships, and strategic alliances.

Operations and Support

Operations Manager

- Esteban Benavides
Oversees day-to-day operations, logistics, and coordination between teams.

Customer Support

- Luis Sibaja
Leads a team of as much as 10 Customer service representatives.
Provides support to players, responds to inquiries, and resolves issues.

IT Support

- Guillermo Malavassi
Manages IT infrastructure, network security, and technical support for the company.

Legal and Compliance

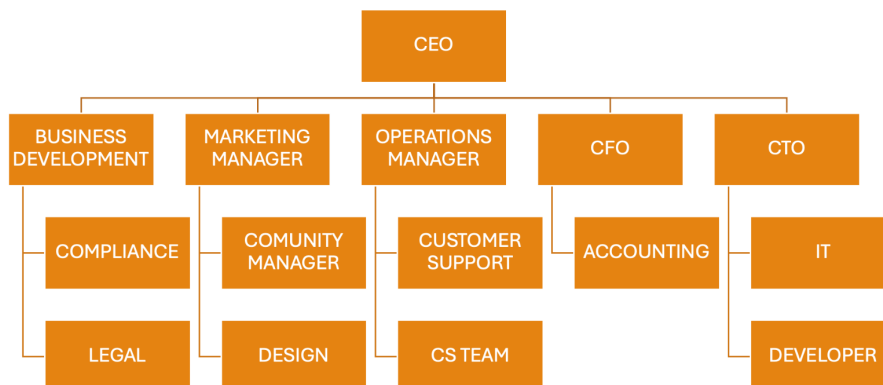
General Counsel

- Laura Charpentier
Provides legal advice, manages contracts, and ensures compliance with laws and regulations.

Compliance officer

- Veronica Villalobos
Ensures the firm follows its outside regulatory and legal requirements as well as internal policies and by laws.

Organigram:



Financial Projections:

Our projections include:

Revenue Streams:

- Betting and Wagering:
All deposits and withdrawals

- Advertising and Sponsorship:
Publicity in paid commercials, games and matches advertising, SEO, Programmatic.

- User Acquisition and Retention

- Operating Costs

- Technology and Development: Include costs related to developing and maintaining the gambling platform, software licensing fees, server hosting, and technical support.

- Marketing and Advertising:
Budget for marketing and advertising expenses to promote the gambling site, attract new users, and increase brand awareness.

- Regulatory and Compliance: Consider costs associated with obtaining licenses, regulatory compliance, legal fees, and responsible gambling measures to ensure the site operates within legal boundaries.

- Payment Processing and Transaction Fees:

- Account for payment processing fees, transaction costs, and currency exchange fees associated with depositing and withdrawing funds on the platform.

- Customer Support and Operations:

- Allocate resources for customer support services, including staffing, training, and technology tools to address user inquiries, resolve issues, and ensure a positive user experience.

**WINONFIRE
PROJECT CASH FLOW
THREE YEAR PERIOD
EXPRESSED IN AMERICAN DOLLARS**

	YEAR ONE	YEAR TWO	YEAR THREE	ACCUMULATED
INITIAL CASH	\$2,970,000.00	\$3,510,000.00	\$5,975,000.00	\$12,455,000.00
INCOME FROM SPORTS BETTING	\$3,000,000.00	\$3,000,000.00	\$3,000,000.00	\$9,000,000.00
TOTAL REVENUES	3,000,000.00	3,000,000.00	3,000,000.00	9,000,000.00
WITHDRAWALS	2,100,000.00	175,000.00	175,000.00	2,450,000.00
Employees	96,000.00	96,000.00	96,000.00	288,000.00
Marketing	96,000.00	96,000.00	96,000.00	288,000.00
General Expenses	168,000.00	168,000.00	168,000.00	504,000.00
TOTAL GENERAL EXPENSES	360,000.00	360,000.00	360,000.00	1,080,000.00
CASH FLOW	\$3,510,000.00	\$5,975,000.00	\$8,440,000.00	\$17,925,000.00

Céd. 149415

AG Software N.V

Atención: AG Software N.V.

Registro Profesional: 29871

Contador: BRUNO MARTINEZ
VICENTE

Otros

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TIMBRE 25.0 COLONES



VERIFICACIÓN: ILCaluOi
<https://timbres.contador.co.cr>

WINONFIRE
PROJECT CASH FLOW
PERIOD FROM MAY 1, 2024 TO APRIL 30, 2025
EXPRESSED IN AMERICAN DOLLARS

	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	ACCUMULATED
INITIAL CASH	\$0.00	\$45,000.00	\$90,000.00	\$135,000.00	\$180,000.00	\$225,000.00	\$270,000.00	\$315,000.00	\$360,000.00	\$405,000.00	\$450,000.00	\$495,000.00	\$2,970,000.00
INCOME FROM SPORTS BETTING	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$250,000.00	\$3,000,000.00
TOTAL REVENUES	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00	250,000.00	3,000,000.00
WITHDRAWALS	175,000.00	175,000.00	175,000.00	175,000.00	175,000.00	175,000.00	175,000.00	175,000.00	175,000.00	175,000.00	175,000.00	175,000.00	2,100,000.00
Employees	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	96,000.00
Marketing	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	96,000.00
General Expenses	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00	14,000.00	168,000.00
TOTAL GENERAL EXPENSES	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	360,000.00
CASH FLOW	\$45,000.00	\$90,000.00	\$135,000.00	\$180,000.00	\$225,000.00	\$270,000.00	\$315,000.00	\$360,000.00	\$405,000.00	\$450,000.00	\$495,000.00	\$540,000.00	\$3,510,000.00

WINONFIRE
PROJECT CASH FLOW
ASSUMPTIONS

The income will be from sports betting
The expenses will be payroll, marketing and various expenses that will be rent, public services, taxes.

C&A. 148413
AG Software N.Y.
Atención: AG Software N.Y.
Registro Profesional: 29871
Contador: BRUNO MARTINEZ
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